

OUTSTANDING WEBSITE AWARD

Purpose of Award

The Louisiana PTA Outstanding Website Award encourages the participation of local units to provide electronic communication services.

Eligibility

Any local PTA unit in good standing may submit their PTA website. A PTA school's website can only be entered in this contest if there are pages dedicated on the website to the school's PTA. PTA information MUST be included in the website for it to be considered for this award.

Awards

The Louisiana PTA may present up to three (3) Awards of Excellence and up to three (3) Awards of Merit. There are no grade level categories.

Criteria

The website must

- connect students, parents, faculty, and community members with its PTA.
- demonstrate a creative use of tools to build a website that fully represents the school and its PTA.
- be well visited to show that it is a valuable communication tool.

The website will be judged based on:

- PTA responsiveness to the school
- Timely updates
- PTA content
- Artistry
- Technical ability

Requirements

The following must be submitted:

- A completed entry form
- A print-out of the website's homepage
- A print out of the visitors analytical page from August 1 – January 1 of current school year.
- On a separate sheet of paper, provide a brief explanation as to why this entry was produced for your particular school community and why it should be considered for the award using the above criteria.

Format

- **Submit entry form, copy of homepage and narrative in a manila folder.**
- **Label file tab with the website address.**
- Limit the narrative to one typed 8 1/2 x 11" paper, double-spaced, one-inch margins, standard 12-point font or equivalent.

Questions?

If there are questions, call or e-mail:

LAPTA Public Relations Chair

Stacey Simpson

laptapublicrelations@gmail.com

318.347.5822 Call or Text

Entries should be mailed to:

LAPTA Public Relations Chair

Stacey Simpson

2002 Chase Crossing

Shreveport, LA 71118

Any entry mailed to the State Office or any other LA PTA officer or chair **will be disqualified**.
All guidelines **must be followed**.

DEADLINE:

ENTRIES MUST BE POSTMARKED ON OR BEFORE JANUARY 15, 2019.

OUTSTANDING WEBSITE ENTRY FORM 2018 - 2019

Unit Name: _____ LUR # : _____

Unit President: _____ District: _____

School Address: _____

City : _____ Zip: _____

Email: _____ Phone: _____

Webmaster's Name: _____

Email: _____ Phone: _____

School Enrollment: _____

Website Address: _____

**Entries should be mailed to: LAPTA Public Relations Chair
Stacey Simpson
2002 Chase Crossing
Shreveport, LA 71118**

**DEADLINE: Entries must be postmarked on or before January 15, 2019.
All guidelines must be followed or entry will be disqualified. (No Exceptions)**

OUTSTANDING WEBSITE JUDGES RUBRIC

2018 - 2019



Unit Name: _____ LUR # _____

(The following must be available from the website's homepage.) Information (95 points possible)

- Message from PTA president (5)
 - Visitors Analytics statistics page (5)
 - Newsletter (5)
 - Legislative updates (5)
 - Ongoing projects, such as recycling or Box Tops (5)
 - Meeting Information (5)
 - Recognition of Students/Teachers (15)
 - Board Roster with Contact Information (15)
 - Calendar of Events (15)
 - Volunteer Opportunities (15)
 - Membership Information/Enrollment form (5)
- Total
-

Links (40 points possible)

- National PTA (10)
 - Louisiana PTA (10)
 - District PTA (10)
 - Separate website from School (5); or same site (3)
 - School District (5)
- Total
-

Ease of Use (30 points possible)

- Identification on all pages (5)
 - Logical organization of information (5)
 - Consistent and easy navigation (10)
 - Legibility, color definition, font type and size (5)
 - Ability to view/read on a mobile device (5)
- Total
-

Extra Credit (25 points possible)

- Email link to webmaster (5)
 - Graphics/Background/Animation (5)
 - Facebook (5)
 - Twitter (5)
 - Mobile App (5)
- Total
-

TOTAL POSSIBLE POINTS = 190

TOTAL _____